An abstract painting with a vibrant color palette of blues, purples, yellows, and greens. The background is a textured wash of light blue. Overlaid on this are various elements: a large, thick, dark blue brushstroke that curves across the middle; several mathematical formulas written in white and yellow, some appearing to be part of the brushstrokes; and organic, flowing shapes in yellow, purple, and green that resemble biological or cellular structures. A prominent yellow and purple structure on the right side has a red dot at its base. The overall composition is dynamic and blends scientific notation with artistic expression.

Attenex Patterns

$$CLV_i = -AC_i + \sum_t (r_i^t AR_i + UR_i + UR_i + UR_i)$$
$$-r_i^{t-1} (1-r_i) \frac{TC_i}{(1+d)^t}$$
$$-(SC_{t_i} + MC_{t_i})$$

When Science and Art Dance

See What Matters

An abstract graphic design featuring a central purple textured shape, possibly a stylized letter 'S' or a similar form, surrounded by thick, overlapping, swirling lines in shades of blue, green, and white. The background is a light blue gradient with a subtle, larger-scale swirl pattern.

Design What Matters

Sleep and Poetry



John Keats

WHAT is more gentle than a wind in summer?
What is more soothing than the pretty hummer
That stays one moment in an open flower,
And buzzes cheerily from bower to bower?
What is more tranquil than a musk-rose blowing
In a green island, far from all men's knowing?
More healthful than the leafiness of dales?
More secret than a nest of nightingales?
More serene than Cordelia's countenance?
More full of **visions** than a high romance?
What, but thee Sleep? Soft closer of our eyes!

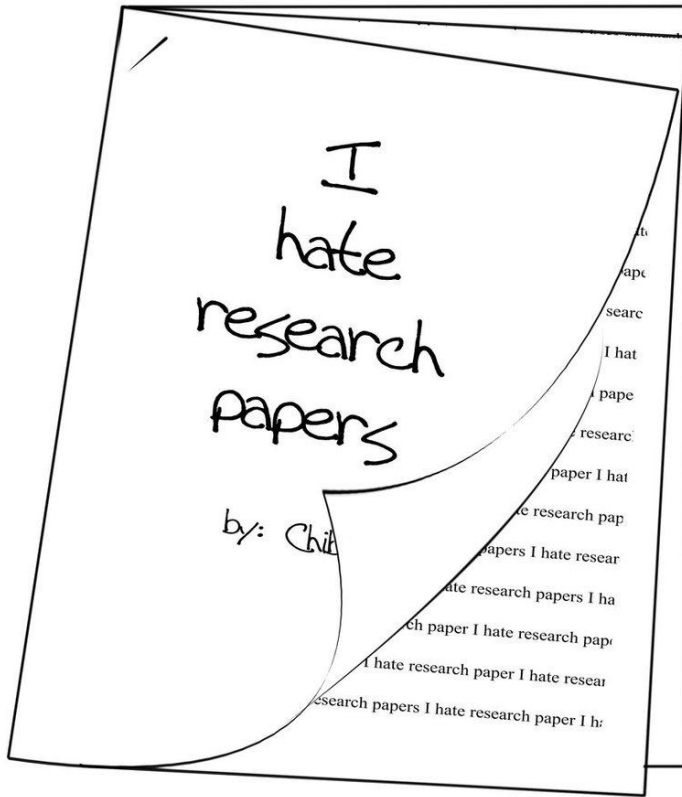
Discover



Author



Share



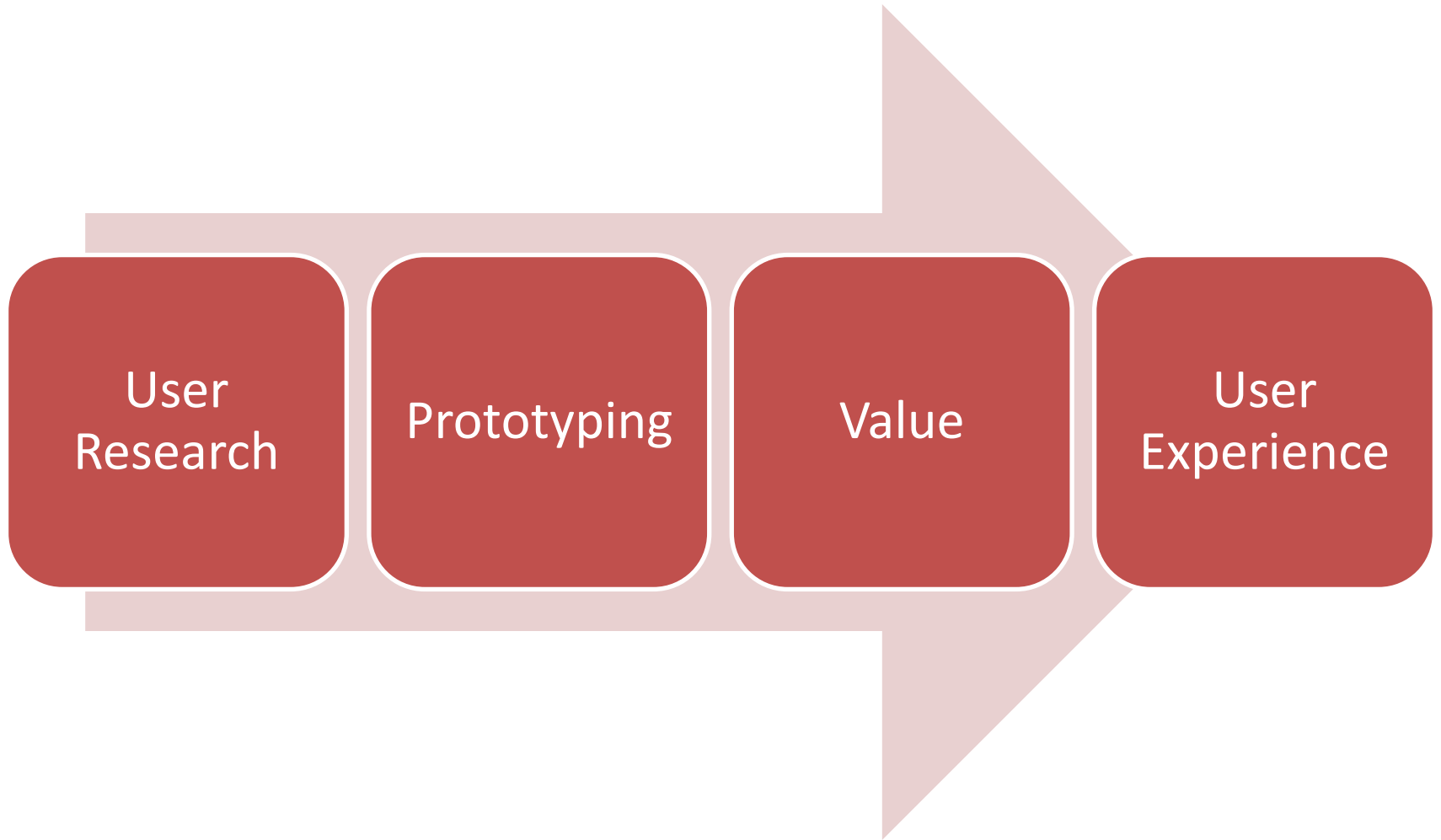
Share

Author





Human Centered Design





Key Results in Development Process

BOX NO.
439030
FROM
THRU

BOX NO.	CONTENTS	DESTROY
439030

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FROM
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BOX NO.	CONTENTS	DESTROY
439030

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Curtis Archives
82992 8
82984 1000000
73084

PIERCE LEAHY ARCHIVES
America's Filing Cabinet™ 1 800 541-1111

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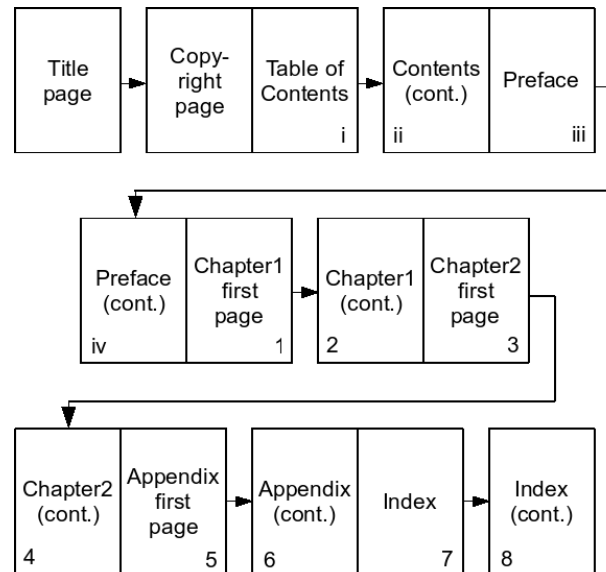
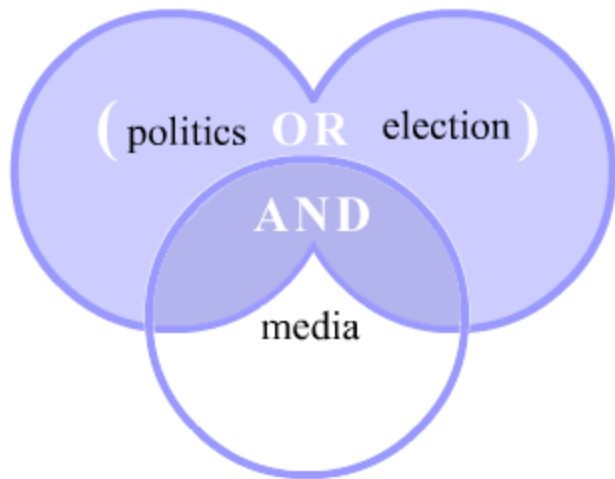
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CA Curtis Archives
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See What Matters - Insights





Can't touch

to do

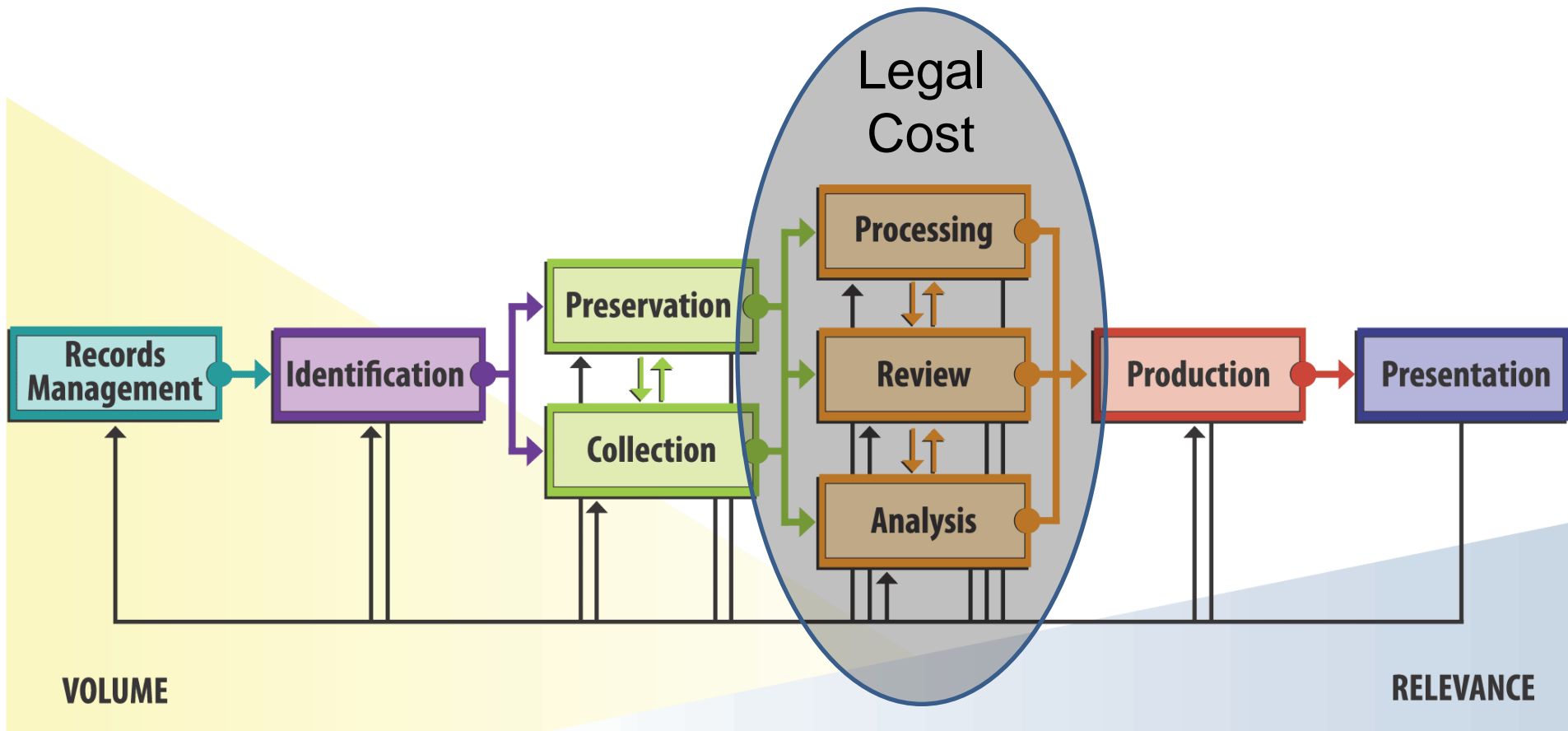
DEFINITIONS

SALES

Diagram

Round table with papers, water bottles, sticky notes, and office supplies.

Discover Follow the Money



NEW ORLEANS JUSTICE PROSECUTIONS - LAMAR PAY BETWADES INFLATION
A NORTH JUDGE v. JUDGE BATTLE - IT'S 9 A.M.—ARE YOU AT YOUR DESK?

ABA JOURNAL

THE BILLABLE HOUR MUST DIE

SCOTT TURLOW
ON WHY IT'S
BAD FOR YOUR
BUSINESS

HOLAW'S NEW
ALTERNATIVE
TO MANAGING
THE CLOCK



Visual Analytics

When Science and Art Dance

$$d_{cluster} = \sum_{i \rightarrow n} doc_{term_i} \cdot cluster_{term_i}$$

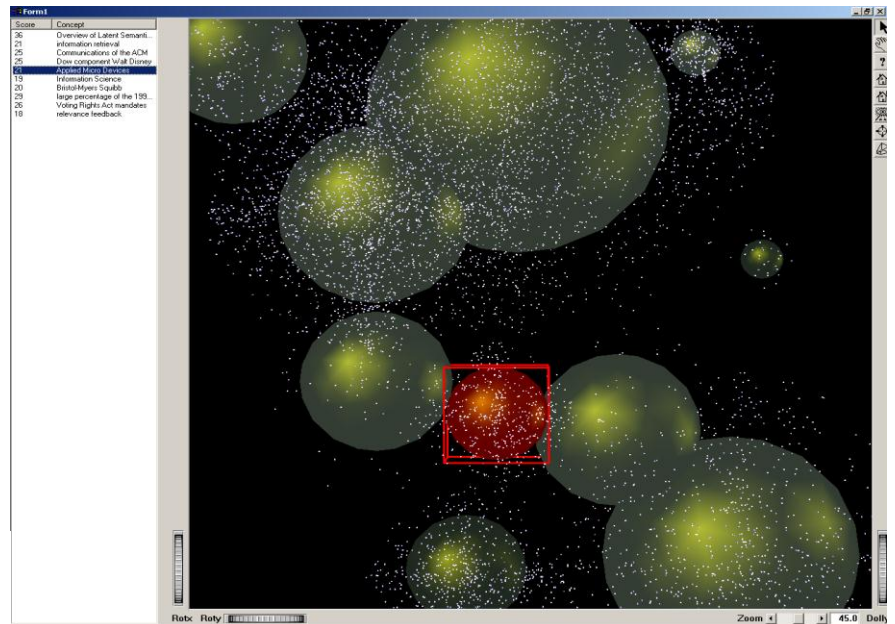
$$1 \cdot d_i^2 + (2 \cdot d_j \cos \theta) \cdot d_i - (d_j^2 - [r_i + r_j]^2) = 0$$

$$1 \cdot d_i^2 + (2 \cdot d_j \cos \theta) \cdot d_i - (d_j^2 - [r_i + r_j]^2) = 0$$

$$d_i = \frac{(2 \cdot d_j \cos \theta) \pm \sqrt{(2 \cdot d_j \cos \theta)^2 - 4 \cdot 1 \cdot (d_j^2 - [r_i + r_j]^2)}}{2 \cdot 1}$$

$$d_i = \frac{(2 \cdot d_j \cos \theta) \pm \sqrt{(2 \cdot d_j \cos \theta)^2 - 4 \cdot (d_j^2 - [r_i + r_j]^2)}}{2}$$

$$perplexity(\mathcal{D}_{test}) = \exp \left\{ - \frac{\sum_{d=1}^M \log p(w_d)}{\sum_{d=1}^M N_d} \right\}$$



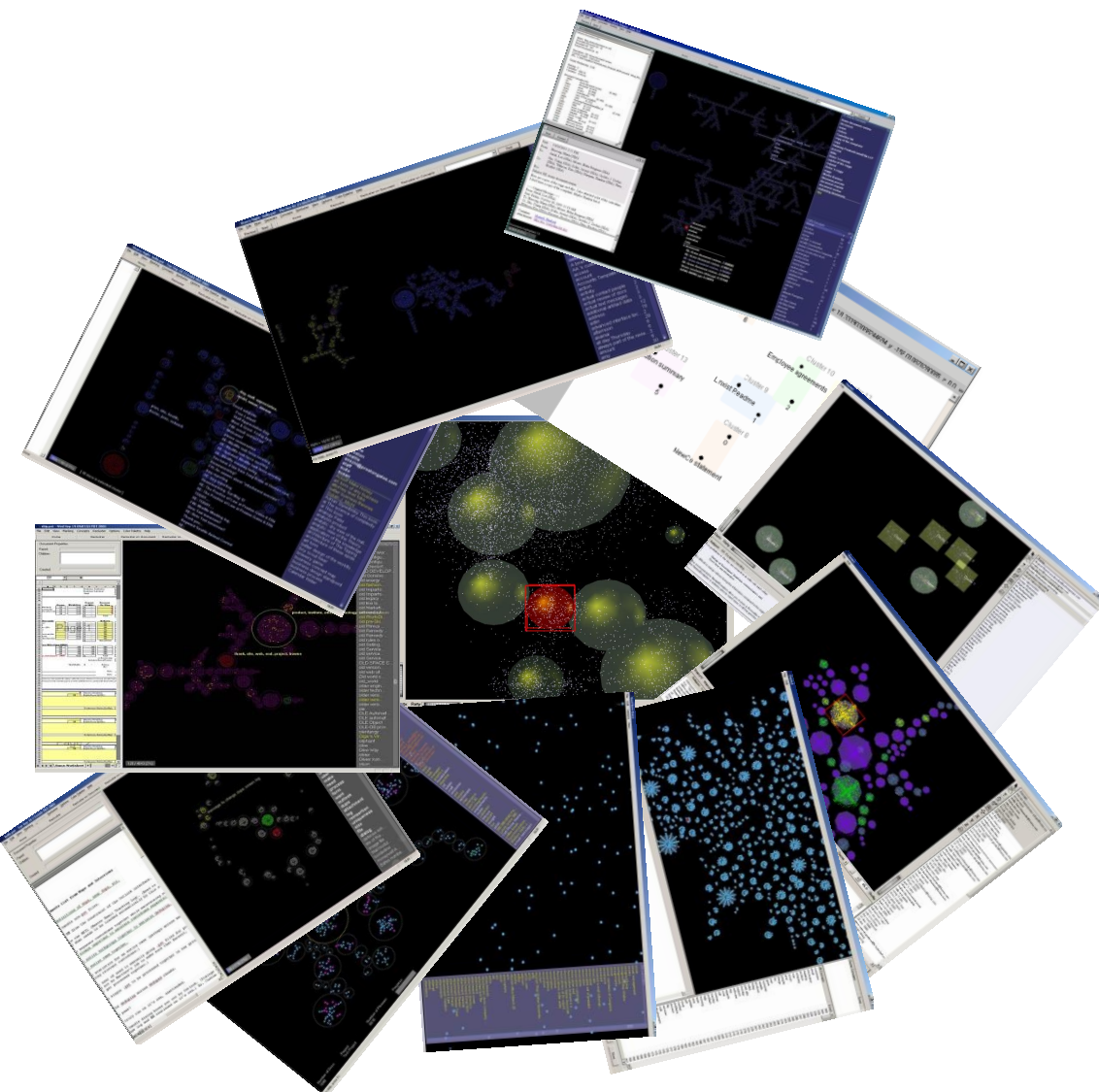
Content Analytics

Visualization

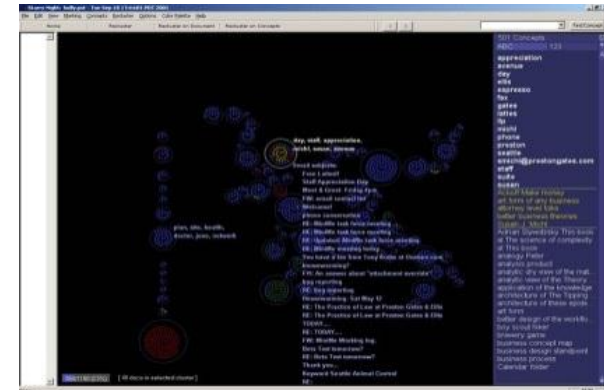
Metric Based Development



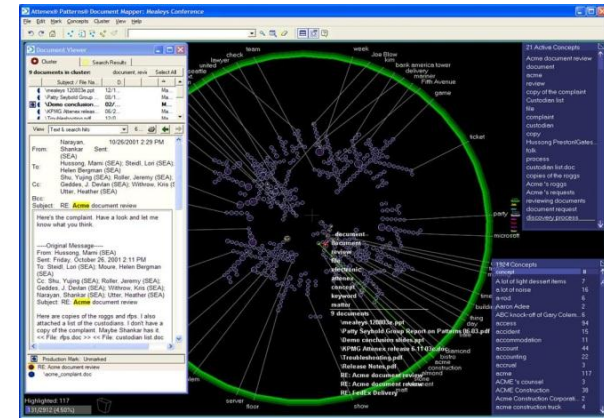
Rapid Prototyping



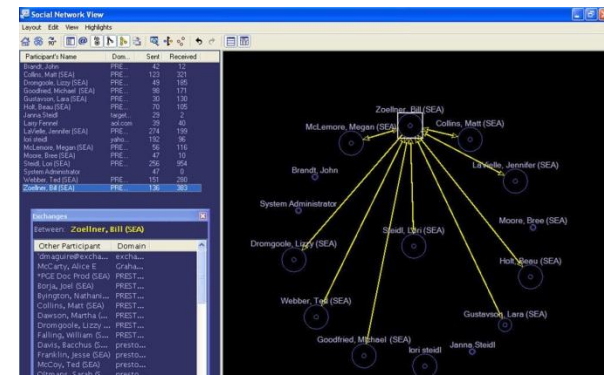
V2

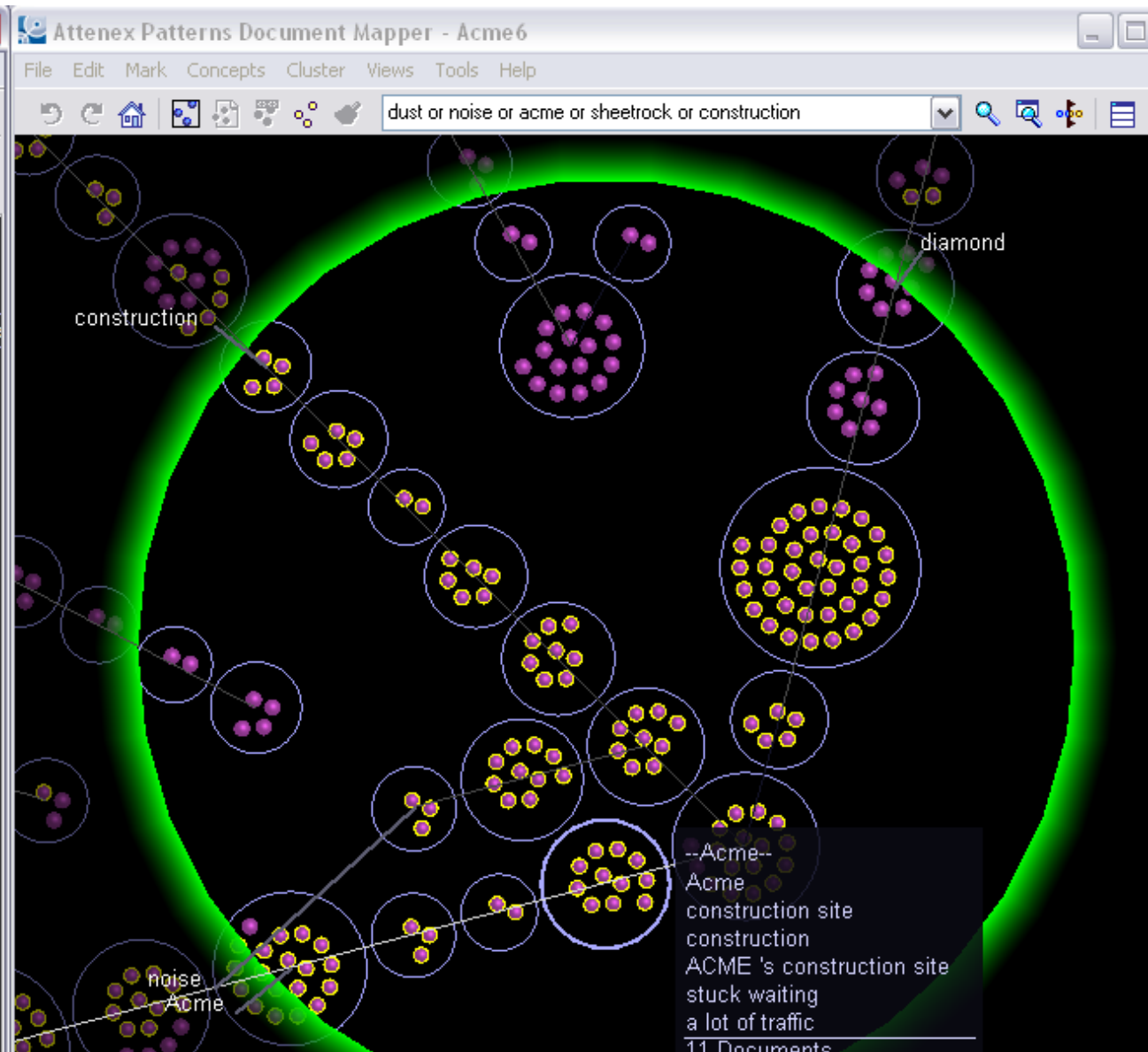
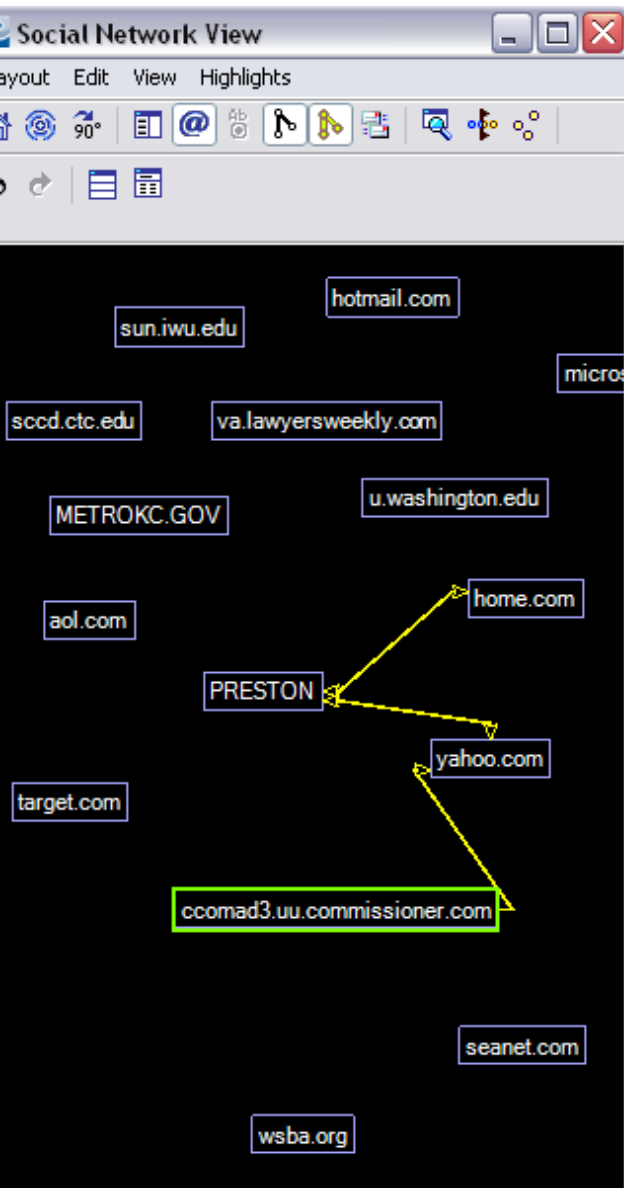


V3



V4









€345M
\$6.458

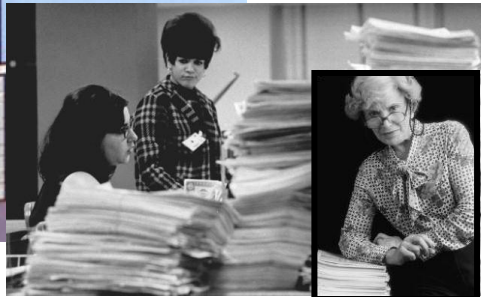
¥56
£29

\$93,000,000
€68

Value That Matters

Value Creation

- 2001: 200 attorneys
1 year, **\$18M**
- 2003: 100 attorneys,
3 weeks, **\$6M**
- 2006: 65 attorneys,
2 days, **\$2M**



Design the Value Chain



Review
\$16.00/MB
\$900M

Distribution
\$4.00/MB
\$300M

Software
\$1.50/MB
\$30M

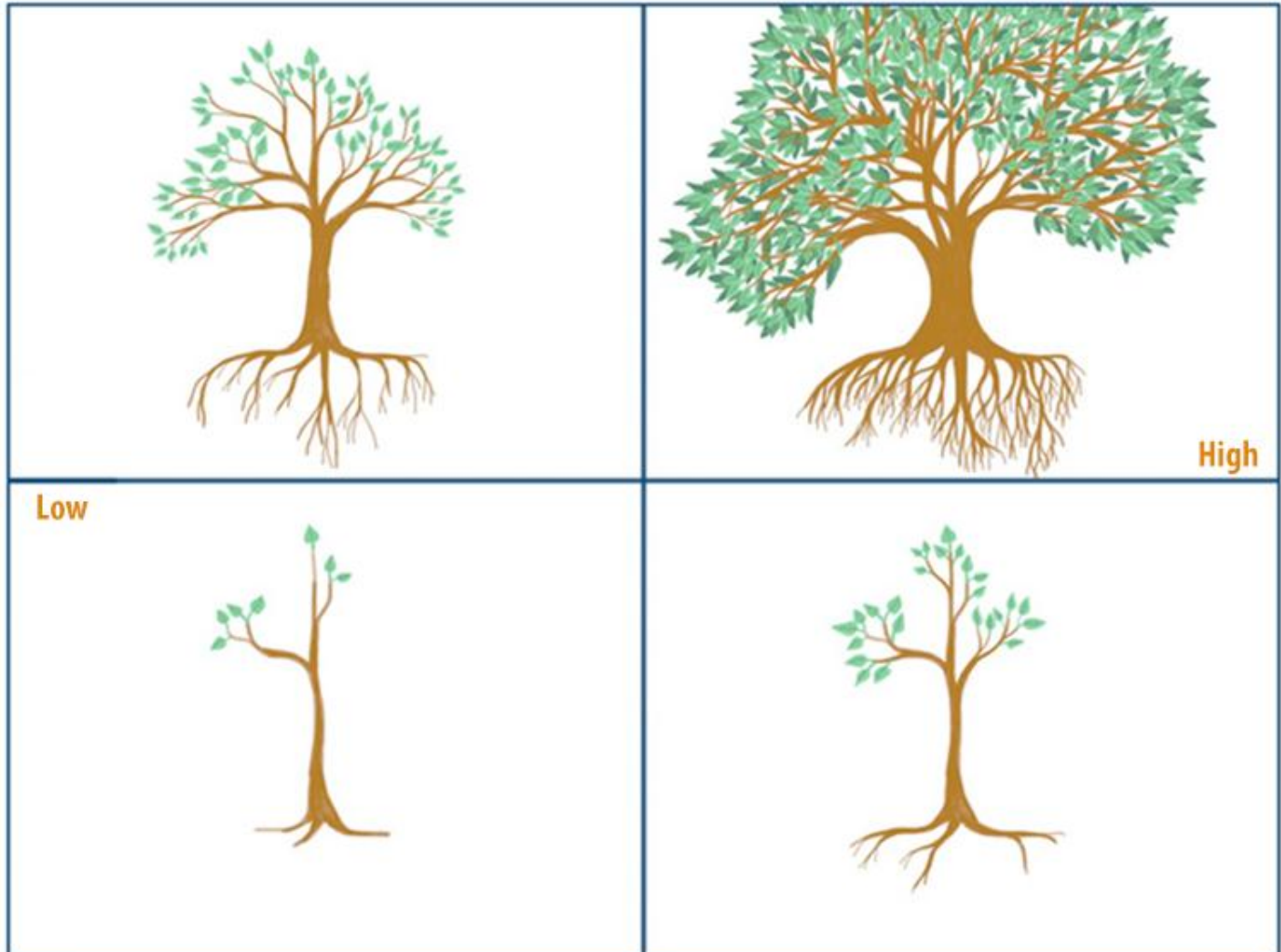
Valuation Capture

Structural Capital

Software: 4-6x

Content: 1-20x

Relationship
Capital



High

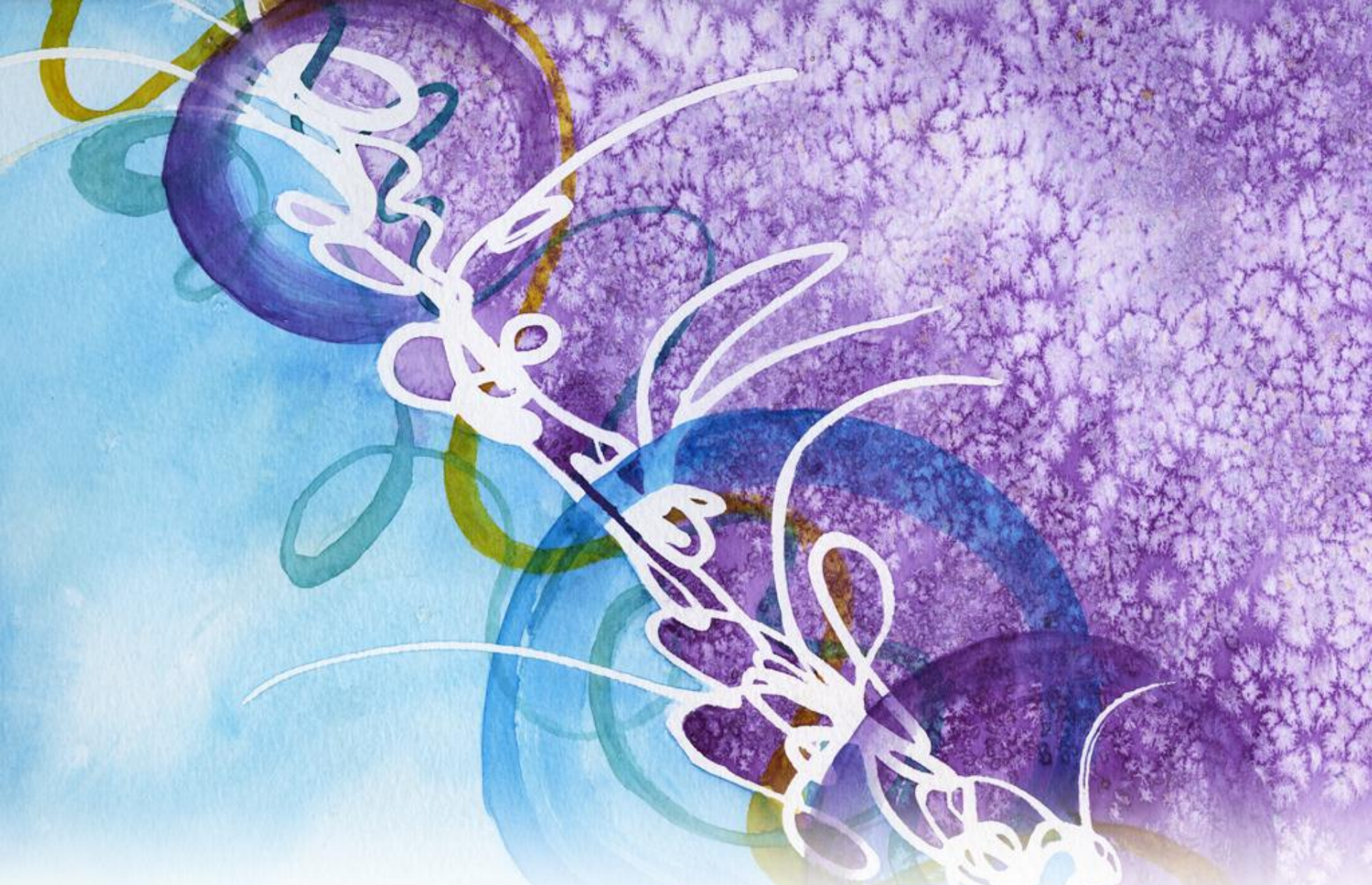
Contingent
Services: 1-2x

Human Capital

Professional
Services: 1-2x




What's Next?



Stories That Matter

Integrated Media

PERSPECTIVES



Frank Turner
Originally the lead singer in a hardcore punk band, Frank Turner went solo in 2005, reinventing himself as a folk singer-songwriter. Signed to Xtra Mile Recordings, Frank has released three critically acclaimed solo albums to date, as well as a series of Top 40 singles. His lyrics are heavily influenced by the work of T. S. Eliot.

Doob Dylan and Eliot

Eliot's personal influence

History and *The Waste Land*

The Waste Land's lyrical qualities

Reading the end of 'The Burial of The Dead' ✓

Jeanette Winterson

Is Eliot difficult?


Eliot and technology

Eliot's sensitivity

Eliot's vision of the future

Voices in *The Waste Land*

Why *The Waste Land* is unique

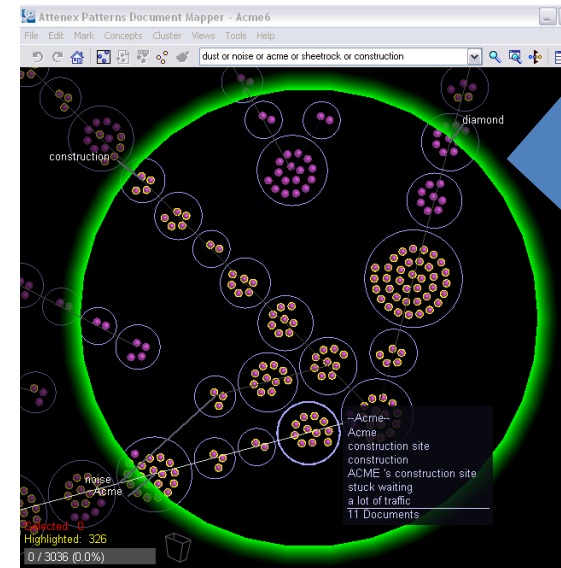
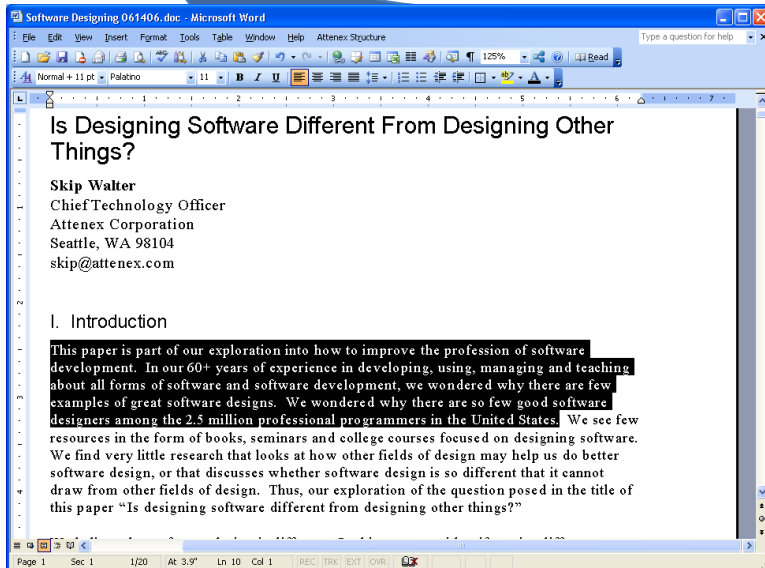
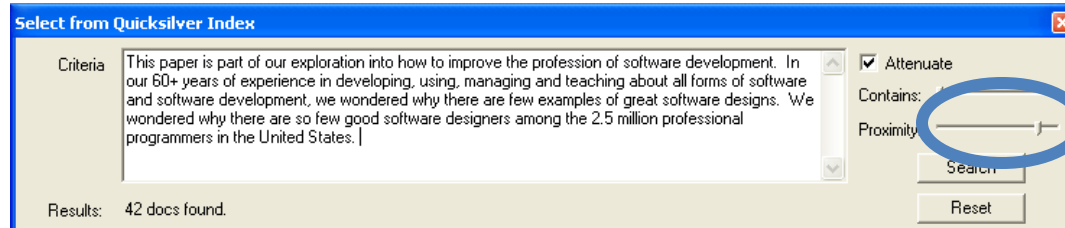
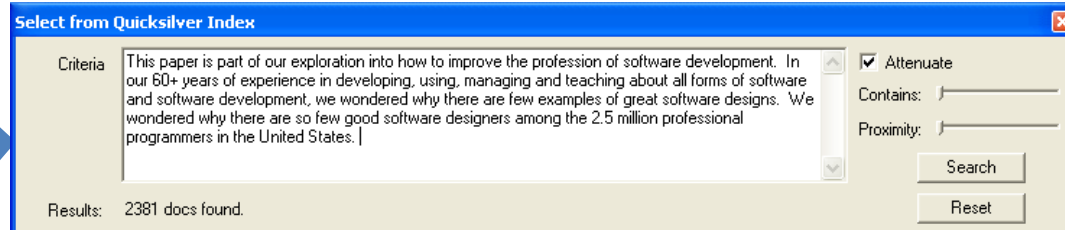


I. THE BURIAL OF THE DEAD

Tell her I bring the horoscope myself:
One must be so careful these days.

- 60 Unreal City,
Under the brown fog of a winter dawn,
A crowd flowed over London Bridge, so many,
I had not thought death had undone so many.
Sighs, short and infrequent, were exhaled,
And each man fixed his eyes before his feet.
Flowed up the hill and down King William Street,
To where Saint Mary Woolnoth kept the hours
With a dead sound on the final stroke of nine.
- 70 There I saw one I knew, and stopped him, crying: 'Stetson!
'You who were with me in the ships at Mylae!
'That corpse you planted last year in your garden,
'Has it begun to sprout? Will it bloom this year?
'Or has the sudden frost disturbed its bed?
'O keep the Dog far hence, that's friend to men,
'Or with his nails he'll dig it up again!
'You! hypocrite lecteur! – mon semblable, – mon frère!'

Personal Authoring & Discovering





Potential to Discover



William Blake



See What Matters

An abstract graphic featuring several thick, overlapping, swirling lines in shades of blue, purple, and yellow. These lines are set against a light blue background with a subtle, textured pattern. A large, irregular shape with a purple, marbled texture is positioned in the center, partially obscured by the swirling lines. The overall composition is dynamic and layered.

Design What Matters



Conversation?

skip@skipwalter.net

www.skipwalter.net/designstrategy

(206)200-6777